

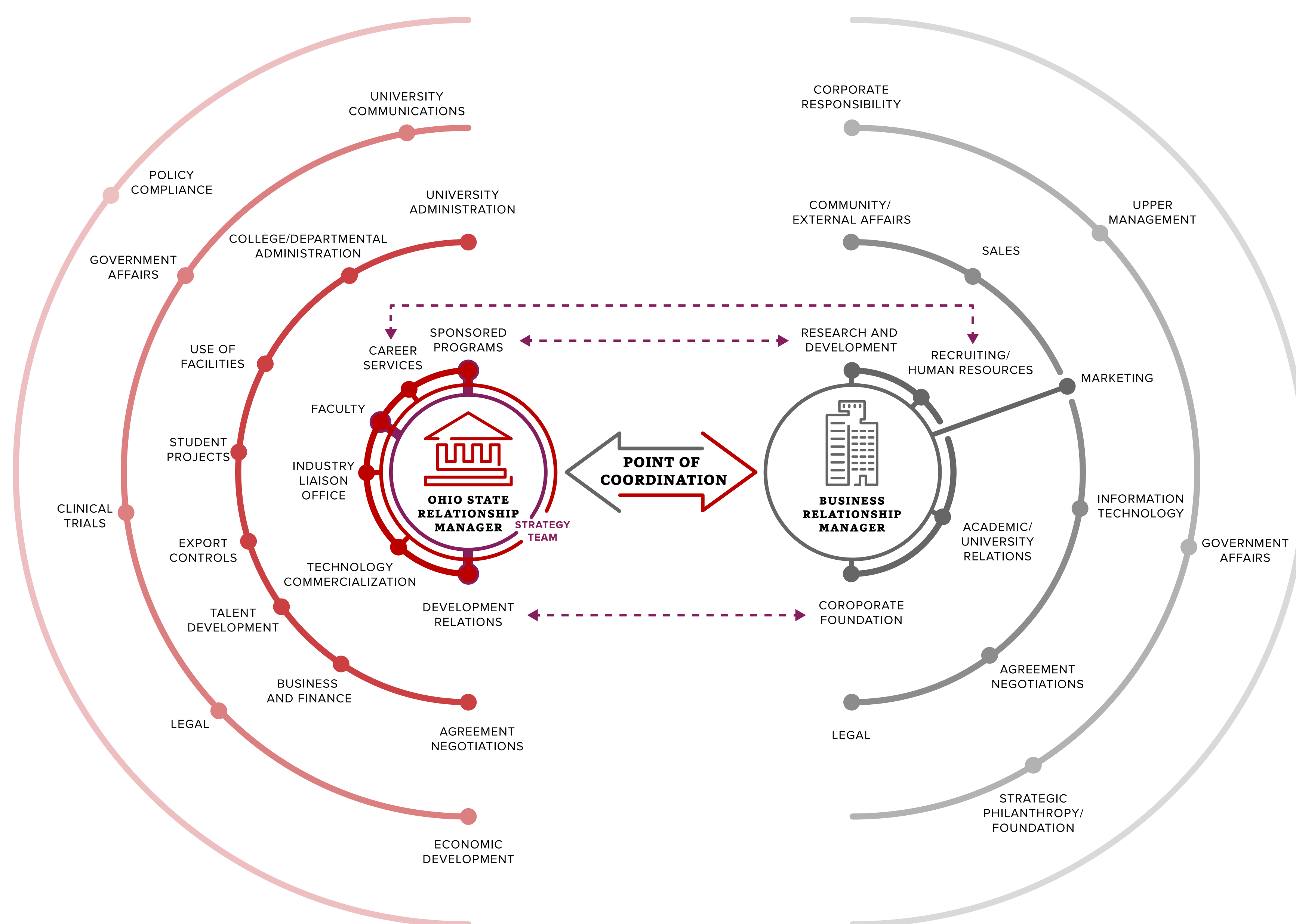
The Corporate Engagement Office at Ohio State University

Developing a Successful Engagement Model:



The Corporate Engagement Office at Ohio State was created to help partners of the university better access resources across campus through a central-point of contact model. Using existing best practices from across campus, the business community and similar research universities, Corporate Engagement works as a concierge to provide the highest levels of customer service to both internal and external partners when creating mutually-beneficial opportunities for collaboration and information exchange.

The Framework



Our Approach

Single Point of Contact

- Create Strategy Team to get all perspectives for managing relationship
- Facilitate conversations with SMEs
- Track and report progress

Consultative Sales Approach

- Understand corporate partner needs to build trust and partnership
- Align campus interests and needs with corporate priorities

Customer Service

- Provide world class service to faculty and the corporate partner

Our Areas of Focus

Corporate Engagement helps navigate and connect resources by identifying the most appropriate connections in any given circumstance, enabling internal partners to serve as subject matter experts. This strategy helps manage the project funnel while aligning organizational goals and objectives across units.

Strategic Partnerships

- Philanthropy- working with our partners at advancement, our team of relationship managers help identify areas that fit our corporate sponsors strategic plans for giving and campus presence.
- Recruitment – helping partners access the immense talent we boast across campus is a large draw for corporate interest. Our team works with colleges, Buckeye Careers and recruiters to find innovative ways to create meaningful interactions with employers.
- Sponsored Research – corporations working alongside our talented faculty to produce market-ready technologies help support R&D efforts across campus.

Technology Commercialization – providing protection for new technologies while helping to fund breakthrough innovations.

Economic Development – Ohio State's voice when working with ED partners as a catalyst for regional growth and investment.

The Teams:

Strategic Partnerships – Relationship managers serve their portfolio of corporate accounts as the primary contact when doing business with the University; working closely with partners across campus to ensure each opportunity is thoroughly vetted.

Technology Commercialization – Licensing managers and the contracts team work with inventors to disclose and protect technologies. The venture team serves to connect commercially viable tech with resources to scale and develop businesses.

Corporate Relationships (partial list):



JPMORGAN CHASE & CO.

